

THANKSGIVING

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CONTACTS • OCTOBER





OCTOBER, 1945



Thanksgiving Day, 1945

OUR reverent prayers are offered in thanksgiving that final victory has at last been won and the just cause of freedom prevails throughout the world. To our men and women of the services all glory and praise!

"Contacts' " Thanksgiving Day cover is but a symbol. Portraying a typical Eaton serviceman who recently returned from overseas, it seeks to represent that legion of Eatonians and their families to whom Thanksgiving Day, 1945, has a very special meaning. The glad reunion with loved ones after six anxious years.

To the immortal memory of those gallant souls who passed on, again our reverent prayers. . . . "At the going down of the sun, and in the morning, we will remember them."

"HOME, SWEET HOME"

"He has come home—Oh joy!" she cried,
 "Mine has gone home," the other sighed.
 The first looked proudly at her lad,
 The other, with eyes dimmed and sad,
 Gazed at the skies bright overhead.
 "Hers is the greater glory," my heart said.

—Toronto Saturday Night.

Our Heroes of Hong Kong on the Way Home!

It is also with proud thanksgiving that we salute these five members of the Winnipeg Grenadiers — Eaton men who went through the hell of Hong Kong and are now on their way back home.



E. H. Bergen
(M.O. packing)



J. Hardy
(C.O.D. cashiers)



Lieutenant
H. L. White
(Edmonton)



R. Veale
(painters)



Roy Robinson
(post office)

One of the boys, Edgar Bergen of 122 department, is being detained in Vancouver military hospital for a medical check-up, but we fervently hope he will soon be with us.

MR. W. J. GUNN PASSES

The sudden passing on Tuesday, September 11th, of Mr. William J. Gunn, former superintendent of the mail order, was a distinct shock to his many friends and old associates. For although Mr. Gunn retired from active business in February, 1933, he was a familiar figure around the store and especially the mail order—so dear to his heart after a lifetime in its service. The end came suddenly at Mr. Gunn's summer home at Winnipeg Beach. He had motored to the Beach early in the afternoon and expired shortly after his arrival.

While enjoying his usual health recently he had been subject to a heart ailment for some years.

Born near Bradford in 1873, the late Mr. Gunn had spent the whole of his forty-two years of business life with The T. Eaton Co., which he joined at Toronto in 1891. Transferred to Winnipeg on the opening of the local store in 1905, he became superintendent of the mail order, continuing till his retirement in February, 1933.

The late Mr. Gunn was largely responsible for establishing the mail order system in Winnipeg, and building it up over the years to its present high standard. He was most efficient in his administration and highly regarded by the Company and the staff. For many years he had been a member and regular attendant of St. Stephen's-Broadway United Church.

Surviving are his widow, formerly Lottie Louise Jackson; three daughters, Mrs. Harry L. Whittaker (Vera), Calgary; Mrs. W. Winston Gould (Willa), Merion, Pa.; Mrs. I. Fergus Richardson (Isabel), of this city; and one son, Jack, of Montreal. There are five grandchildren and also a brother, Donald; Vancouver, and a sister, Miss Christine, Calgary.



Congratulations To The Following Eatonians Who This Month Observe Thirty Years With Eaton's

- Mr. William S. Crooks**, farm implements—September 1st.
- Mr. Leonard C. Reader**, draperies—September 2nd.
- Mr. George R. Green**, Saskatoon—September 2nd.
- Mr. Charles L. Donnelly**, men's hats—September 7th.
- Mr. Joseph Patterson**, men's and boys' furnishings—September 13th.
- Mr. Andrew J. McAuley**, mail order women's coats and suits—September 16th.
- Mr. James R. Ross**, shipping—September 17th.
- Miss Agnes Oakes**, mail order notions—September 18th.

Recent Appointments

Brandon, Man.

- Department B236—Wash goods, silks, woollens, patterns, staples, linens: **MR. H. S. GIBSON**, head of department.
- General Office—**MR. A. ANSLEY**, assistant.

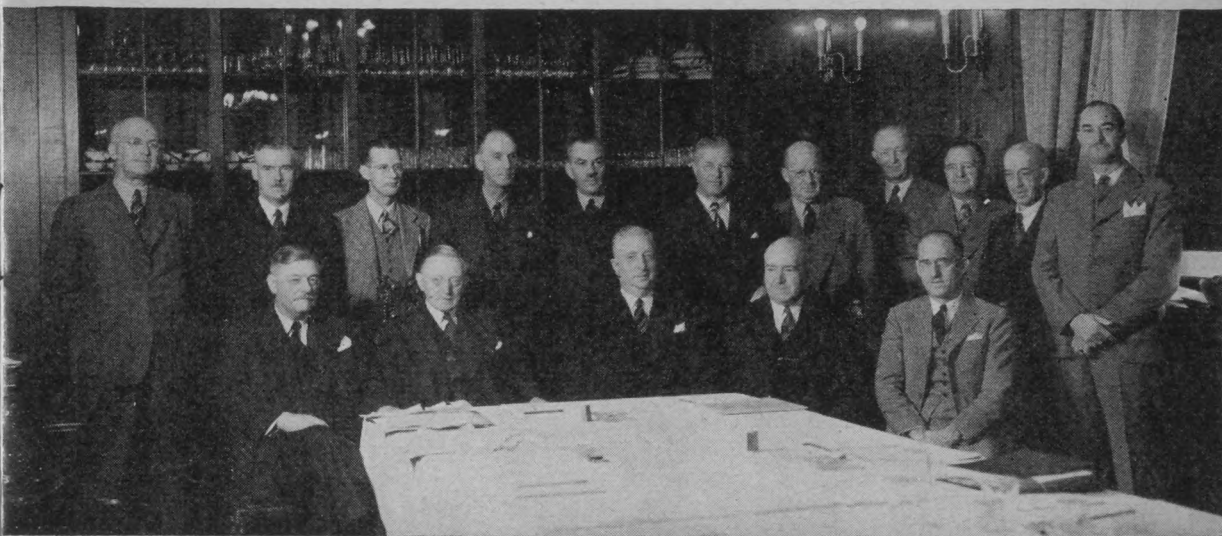
Lethbridge, Alta.

- MR. G. ROBINSON**, in charge of furniture warehouse. This is in addition to his present duties.

Port Arthur, Ont.

- Department Pt. A. 201—All hosiery, gloves, handkerchiefs, neckwear: **MR. T. COAKWELL**, head of department (pro tem).
- Department Pt. A. 244—Women's garments, millinery, furs: **MISS M. McCONNELL**, head of department.
- Department Pt. A. 209—Lingerie, foundation garments, infants' and children's wear: **MISS E. HUKKANEN**, head of department; **MISS B. OSTENRUD**, first assistant.

A Hearty Welcome to Winnipeg!



Standing, left to right—Mr. D. Hobson, store superintendent, Edmonton; Mr. F. Scammell, supervisor, service bureau, Toronto; Mr. F. J. Scott, secretary, Winnipeg; Mr. T. H. Howard, supervisor, secretarial, expense, treasury and general office, Maritimes Division; Mr. A. M. Dewar, staff superintendent, Montreal; Mr. W. B. Pickard, construction and mechanical superintendent, Winnipeg; Mr. H. Keough, store manager, Saskatoon; Mr. J. Dilworth, supervisor, employment and wage offices, Toronto; Mr. W. G. B. Dailley, staff superintendent, Winnipeg; Mr. A. D. MacDonell, head of staff and welfare department, Winnipeg; Mr. G. N. Hargreaves, store superintendent, Calgary.

Sitting, left to right—Mr. B. C. Scrivener, store superintendent, Winnipeg; Mr. I. R. Lewis, director and staff superintendent, Toronto; Mr. H. F. Switzer, store superintendent, Toronto; Mr. W. F. Locke, director, The T. Eaton Co. Limited, Montreal, and store superintendent; Mr. C. H. Boothe, store manager, Hamilton.

Eaton Superintendents From All Over the Company's Network Gather in Winnipeg For Annual Conference

From the Maritimes to the Rockies, Eaton superintendents assembled in Winnipeg from September 10th to 15th for their annual conference. It was a privilege and a pleasure to welcome the visitors, three of whom were former members of Winnipeg staff.

We trust all enjoyed their visit to the Gateway City and had a pleasant journey home.

Mr. W. G. B. Dailley Appointed Staff Superintendent

The appointment has been announced of Mr. W. G. B. Dailley to staff superintendent at Winnipeg. During the war years Col. Dailley was director of ordnance service at national headquarters. He retired from military duties on August 15th of this year.

A veteran of two wars, Col. Dailley was awarded the O.B.E. for outstanding service in the war of 1914-1918.

More About Our Eaton Blood Donors

Here's a follow-up story to the recent announcement that the Canadian Red Cross Society was discontinuing its blood donor service. Seven hundred and sixty-three Eaton men and women donated blood since 1941. The letter, to the welfare office from the clinic secretary, speaks for itself:

"... We would like to take this opportunity, on behalf of the Winnipeg Blood Donor Clinic, of thanking The T. Eaton Co. Limited for the consideration shown our clinic in providing blood donors. We wish to thank your employees for the splendid way in which they responded to this great cause."

Eaton Life Assurance Joins the Quarter-Century Parade



Just as Eatonians are happy to join the Eaton Quarter-Century Club, The T. Eaton Life Assurance Company is proud to have been serving Eaton employees for twenty-five years, and on Monday, August 20th, celebrated its twenty-fifth anniversary.

With The Eaton Life Assurance Company so vital a feature in the lives of Eaton employees who benefit by its policies, it is worth while summing up briefly something of its twenty-five years of achievement.

It was on August 20th, 1920, that The T. Eaton Life Assurance Company was established on the initiative of Sir John Eaton. His idea was to provide life insurance for employees of The T. Eaton Company and their families under the most favourable conditions, and to provide the best possible service to those taking out insurance policies. To this end, it was arranged that The T. Eaton Company would, under certain terms, assume ten per cent of the premiums.

Mr. John A. Livingstone, of Toronto, has been the Company's manager for many years. Mr. P. F. Brigden, branch manager of the western agency, started with a few policyholders in Winnipeg, and now the Company has representatives in all the Eaton stores west of the Great Lakes. Today the needs and requirements of a long list of western policyholders are ably looked after by the staff, which comprises Mr. Brigden, branch manager; Miss E. Stewart, in charge of the office, and Miss H. Croft, assistant; Mr. Jimmy Quinn and Miss Helen Fisher, agency representatives. Dr. Fred A. Young has been chief medical examiner for nearly a quarter of a century.

* * * *

Operating under a Dominion charter, which makes The T. Eaton Life Assurance Company exactly the same as any other life insurance company in existence in Canada, the Company built its business rapidly and soundly. The outcome is that now, after twenty-five years of service, it has over \$42,000,000 of insurance on its books. In 1944 the Company paid out \$201,000 in death claims and \$542,000 to living policyholders.

Eatonians may well be proud of their Life Assurance Company, and to the management and employees we join in extending our congratulations on their silver anniversary!

MR. D. A. HOWARD, PORT ARTHUR, ONTARIO, RESIGNS AFTER TWENTY-ONE YEARS AN EATONIAN

Owing to the serious illness of his sister, Helen, who resides with his mother in Vancouver, B.C., Mr. D. A. Howard, department head of 209 and 244, resigned from the Company on Saturday, September 1st, after twenty-one years' continuous service.

At a farewell dinner held in his honour Thursday evening, August 30th, by the staffs of 209 and 244, Mr. Howard was presented with a Rolex wrist watch.

On Saturday afternoon, September 1st, department heads gathered in the office of Mr. W. T. Thomson, store manager, and bade farewell to Mr. Howard. Mr. Thomson, on behalf of the department heads, presented Mr. Howard with a bathrobe and from the staff a beautiful water-color picture.

* * * *

Winnipeg Eatonians join with Port Arthur staff in wishing Mr. Howard all of the best. Dave made a host of friends in Winnipeg during his association with the women's coats and suits department. He will also be remembered for his gift of public speaking.

Mr. R. D. MacLean Honoured

Supervisor of General Office Completes Four Decades of Outstanding Service

Like most men who have achieved a long and successful career through hard work and special abilities, Mr. MacLean possesses the desirable trait of modesty. "R.D.," as he is popularly known, dislikes "fuss and feathers." However, forty years of outstanding service with the Company is a contribution too important to be overlooked in these pages.

Mr. MacLean was away on vacation when his anniversary dawned. However, a number of old and intimate friends motored to his summer home, "Kerryroy," at Boundary Park on Lake Winnipeg, to extend congratulations and best wishes.

Highlighting this event was a presentation of fishing tackle to Mr. MacLean by Mr. W. A. McNaught on behalf of the general office staff and associated departments. It was a memento truly befitting the man! An ardent sportsman, "R.D." loves the click of a reel, the sting of fall winds in the marshes or the "zing" of a ball down the fairway. Or, as one old friend put it: "'R.D.' is a real man's man and a grand host!"

So on behalf of Mr. MacLean's legion of friends throughout the Company we say: **"Congratulations and best wishes for your continued good health, good shooting, good fishing and may your golf drive never diminish!"**



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G.O.'s Bill Powers Honoured

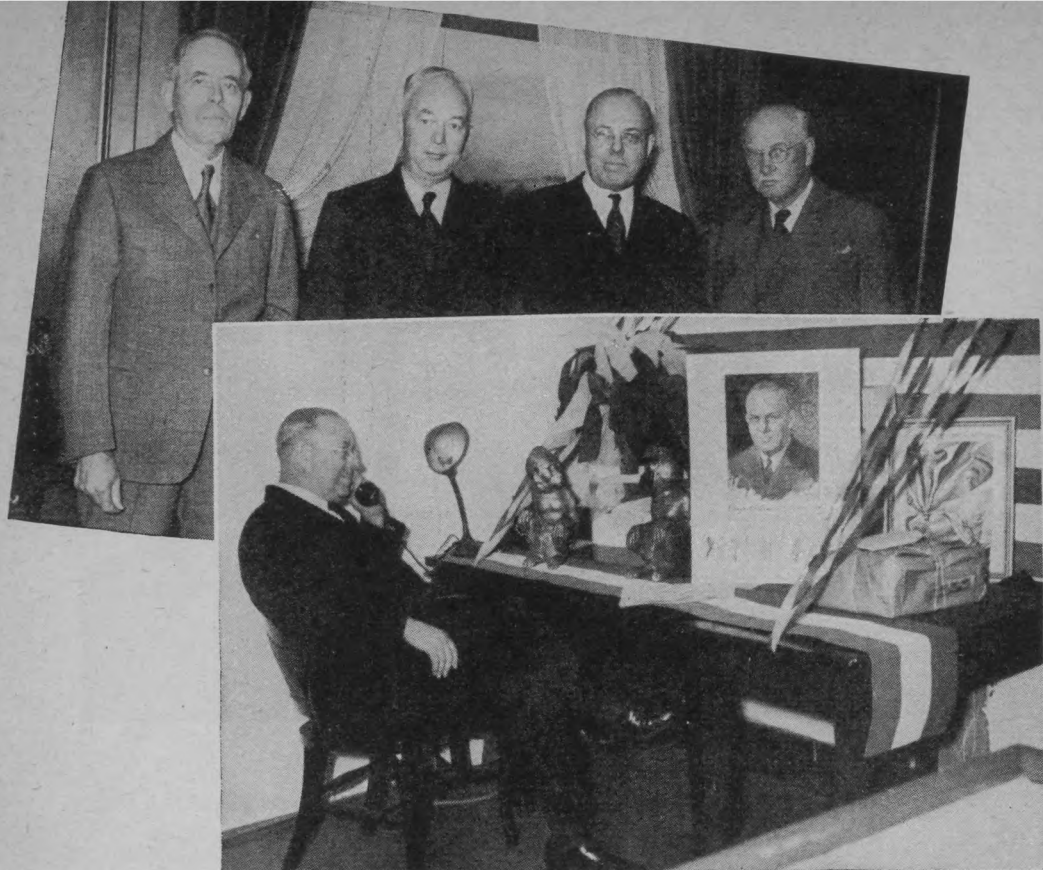


Seated at his festively decorated desk, Bill Powers received the congratulations of his many friends in the store and mail order.

When the general office "gang" gathered at 4 o'clock Tuesday, September 11th, to honour **Mr. William H. Powers** (in charge of correspondence) by presenting him with a handsome armchair and matching footstool, it came as a surprise to many of his associates that the youthful-looking Bill had been working for Eaton's, Winnipeg, for four full decades, to the very day! Excepting, of course, for those First Great War years, when Bill took time out in order to help "down" the late Wilhelm Hohenzollern, receiving severe head wounds while serving with the Fort Garry Horse.

(Continued on Page Ten)

Five



Upper picture, left to right—Messrs. S. Wilson, R. S. McCordick, general manager; W. K. Charge (the guest of honour) and H. M. Tucker.
In lower picture Mr. Charge is seen at his desk, gaily decked by his staff to mark the occasion.

"Thanks for a Wonderful Forty Years"

Associates Pay Tribute to Mr. W. K. Charge

"Taken all through, it's been a happy life. Nothing could have been better for me than to have worked for the Company."

With these words, Mr. W. K. Charge, supervisor of men's furnishings (and Winnipeg store's senior supervisor in point of service) summed up his four decades with The T. Eaton Co. Limited. The occasion was an informal reception held for Mr. Charge at the Fort Garry Hotel on September 18th by the executive, supervisors and heads of departments. Mr. R. S. McCordick, general manager, presided.

The presence of Mr. H. M. Tucker and Mr. S. Wilson, our former general manager and assistant general manager, respectively, gave added pleasure to the occasion.

Mr. J. D. Eaton Sends Congratulations

"I had a phone call from the president today," said Mr. McCordick, addressing the guest of honour, "asking me to convey his congratulations and best wishes on the occasion of your anniversary. I also wish," continued Mr. McCordick, "to express the congratulations of your associates in the Company."

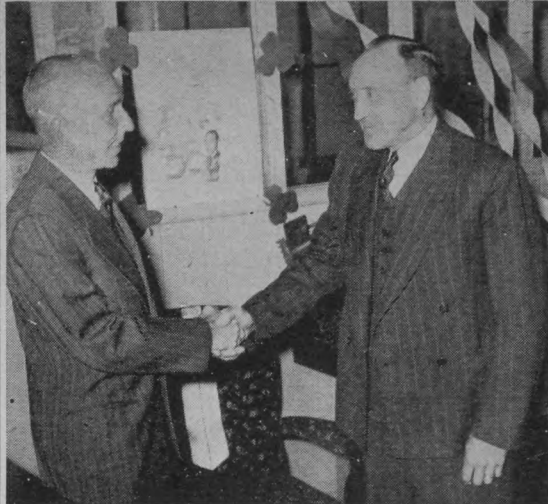
Mr. McCordick's Tribute

A fine tribute was then paid Mr. Charge's long service by our general manager. "You have done a good job wherever you have been during the entire forty years," declared Mr. McCordick. "The only thing I can wish you is good health—if you have that you will be happy and everyone around you will be happy."

Concluding, Mr. McCordick added: **"To have served the Company for forty years as you have done without the semblance of a complaint from those with whom you have associated is to have done a good job indeed!"**



The smile of a Ballymena Irishman



"All of the best, Jack," says Mr. Dolan

John McCay Celebrates Thirty-Five Years With Eaton's

Born in Ballymena, the cradle of world-renowned Irishmen, Jack McCay, men's clothing, mail order (veteran of two wars—World War 1, 1914-1918; victory garden, 1940-1945), celebrated his thirty-fifth year with the Company August 29th. Because Jack was on holidays, the day of tribute was postponed until September 4th. By a bit of underground work with Mrs. McCay, everything was fixed so that the honoured guest was taken completely by surprise. When he arrived in the department on the day of days he found his desk gaily decorated as befitting the occasion. After congratulations from the staff, Mr. J. E. Dolan, head of department, presented Mr. McCay with a **comfortable** lounge chair (ask any member of the staff).

The evening of the 4th the staff, led by Mr. Dolan, sprang a surprise party at the home of Mr. McCay, where our hero was found in his "evening clothes" (denim pants and work shirt). A very enjoyable evening was spent playing Bingo and several other games, "Professor" Eager being master of ceremonies. The evening was brought to a close with a feast "fit for a king" and the old familiar song, "For He's a Jolly Good Fellow."

—Contributed by W. Johnston and F. Paget.

(Continued from Page Six)

Mr. Charge Replies

Prolonged applause followed, after which Mr. Charge, deeply moved, thanked Mr. McCordick for the warm tribute paid him. Always an engaging speaker, with an inexhaustible fund of memoirs, Mr. Charge now excelled himself. He traced his career from that distant day he filled out an application for a job at Toronto store. He spoke of Mr. Dean, of Mr. Fee, Mr. "Bud" Anderson and other associations of long ago; of transferring to Winnipeg a few months after joining the Company; of the problems in those early days and the years leading up to his European buying trips. Summing up a long and successful career, Mr. Charge expressed his thankfulness to the Company in these words uttered from the heart: **"Thanks for a wonderful forty years!"**

Messages—and How!

A stack of congratulatory telegrams were then read by Mr. D. Hobson, superintendent of Edmonton store. The pile was so thick Mr. Hobson had to pause for a glass of water. The messages came from directors, store managers, associates and business connections on both sides of the border.

To Mr. John Dunlop then fell the pleasant duty of presenting a loving cup as a memento of the occasion. And to Mr. Frank Carpenter the reading of a clever ditty by poet Gould recounting our hero's wartime problems of shirt supply.

Singing of a few old favourites, with Mr. Tom Elliott at the piano, ended this brief but happy interlude between store closing and suppertime.

"Monkey Business"

When Mr. Charge arrived at the office on his anniversary morn his desk was gaily bedecked with streamers. Two golden monkeys stood guard over a beautifully wrapped gift—a token of affection from his staff.

* * * *

All in all, it was a great day for Wilfred K. Charge, but topping everything was the receipt of a cable of congratulations from his son in Germany.

MR. CLAYTON TUCKER MAKES IT "35"



At left—Inspector Jim Roberts is saying to "Jimmy" Tucker: "It is not the happy experience of every man to have the privilege of serving The T. Eaton Company for thirty-five years, so we are gathered here today, August 29th, to show you our esteem . . ." He then presented "Jimmy" with a beautiful ring.

At right—"Jimmy" Tucker, head of delivery department, smiles his famous smile.

On Wednesday morning, August 29th, Mr. Clayton Tucker, head of delivery department, received an early morning call to meet Mr. W. B. Pickard on very urgent business at the store. Wondering just what this hurry call could mean, he very soon found out when he reached the drivers' recreation room, where practically the entire staff of the various departments under his jurisdiction had gathered. On a platform decorated in a decidedly "horsey" way, Mr. Pickard waited to receive the guest of the morning, and to help him start the day right of his thirty-fifth anniversary.

In a jovial manner, Mr. Pickard painted a word picture of Mr. Tucker, "Jimmy," as he is much better known around the store. He told of his ability as a golfer and curler; then in more serious vein extended congratulations and good wishes.

Mr. Tucker, in reply, declared: "I have attended a number of gatherings such as this but in a different capacity and to have the tables turned is just a little embarrassing. Mr. Pickard, I thank you for all the nice things you have said. I only hope you will not live to regret it! I thank you, fellow workers, for this very handsome gift. I like it very much, but I thank you very much more for the loyalty you have shown during the past few hectic years . . . for the whole-hearted support and co-operation you have extended to me, making my task that much easier."

After a very busy summer, with western fairs and shows, together with the usual everyday routine connected with a large modern delivery, "Jimmy" will be going east again on vacation to visit his son at St. Catharines, Ont.

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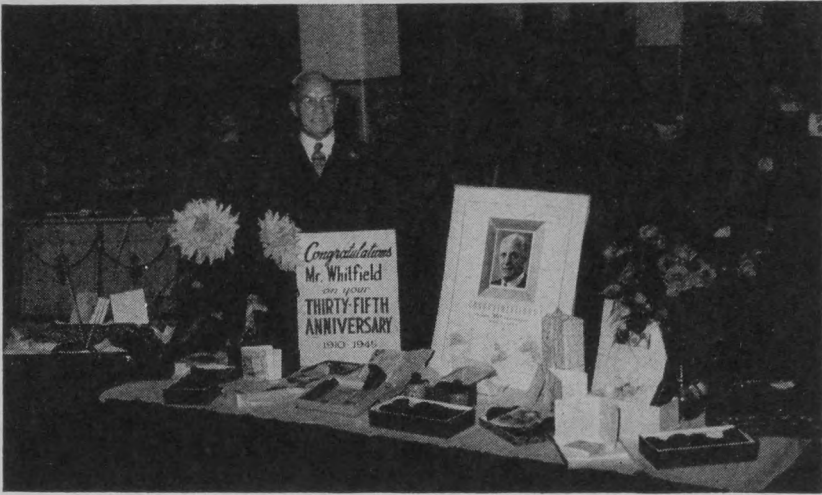
Miss Maude Tate Honoured by 119 Staff on Her Thirty-fifth Year With Eaton's



A lovely ring was presented to Miss Maude Tate, mail order exchange department, on September 6th as a token of the affection in which she is held by her fellow-workers. The occasion was Miss Tate's thirty-fifth anniversary of service with the Company. Mr. G. W. Robinson, head of department, made the presentation, thanking Miss Tate for her loyalty and valuable assistance over the years.

Born in Mansfield, Ont. (a hamlet so tiny only one who has lived there could find it!), Miss Tate came west in 1910 and started with Eaton's the same year in 116 department. Transferred shortly after to 119 department, where today she has a signature and is most highly regarded not only for her ability but also for her fine personal qualities and pleasing manner.

MR. HAROLD J. WHITFIELD LOADED DOWN WITH "LOOT" ON THIRTY-FIFTH ANNIVERSARY



Pays to be popular. Wonder where Mr. Whitfield got all the chocolates?

There was a great "to do" in department 116 on the morning of September 8th, for it was the thirty-fifth anniversary of Mr. Harold J. Whitfield, first assistant, and the gals were all starry-eyed and bent on a bang-up celebration.

The picture shows but a part of the anniversary "loot" showered on our hero at his desk. The department's gifts were a fine Gladstone bag and a dressing gown fit for a prince, presentation being made by Mr. Sid McKay in the absence on vacation of Mr. Gilbert MacNeil, head of department.

Born in Birmingham, England, Harold J. Whitfield still retains a hand-written "character" from his first employers of that city, attesting him to be painstaking, sober and attentive to his duties.

Mr. Whitfield enlisted during the Boer War and served two years on the veldt—which from his appearance is hard to credit. However, that youthfully erect figure and alert manner is doubtless an early interest in physical culture now paying dividends.

Congratulations, old-timer, from a host of friends! May your garden continue to be the best on the street!

ALEXANDER AVENUE WAREHOUSE NEWS

A surprise visit was made Saturday, September 1st, on Bonner Buckborough, better known as "Buck" (refrigeration service), who was leaving the service of the Company after a long period, when the warehouse staff paraded into his department to express their best wishes for his good health and future success. As a slight token of their regard, Mr. J. R. Scott, on behalf of the warehouse staff, presented him with a grained leather Gladstone bag. "Buck" responded by saying "the neighbours would be glad to see that." He also expressed his appreciation for the handsome gift, and said he was going to miss the fine fellowship enjoyed at the warehouse.

Mr. H. Cooper, 270 S.R., welcomed home his brother, Ross, on August 30th. He had served five years overseas. Ross was well known at the customers' parking ground.

Mr. J. Higgins, 270 S.R., also had a brother return August 30th after spending four years over there. Welcome home, boys!

Our deepest sympathy is extended to Mr. Harry Isfeld (warehouse shippers) on the loss of his brother, George, who died August 28th at Long Lac, Ontario.

Glad to welcome back to the warehouse staff Mr. Jack Murray, who has spent three and a half years afloat on the briny. Jack says it's nice to be able to smile again.

Welcome back to Russell Smith and Doug Tinney, two members of 140 department, who have just returned from active service, Russ from the navy and Doug from the army.

Charles Sennett Chalks Up His Thirty-fifth Year With Eaton's

A Wiltshire Englishman by birth, Mr. Sennett joined Eaton's heavy hardware department on September 15th, 1910. Ten years later he transferred to the elevators and today is a familiar figure on the big freight cars in the mail order. A careful, obliging operator, he has made a host of friends in both store and mail order.

Mr. Sennett has three daughters—Amy, Eileen and Vera—and a son, Sergeant Kenneth, is overseas with the R.C.A.S.C.

In leisure hours Mr. Sennett likes hunting and a spot of gardening. To mark this milestone in his service the elevator department presented him with a coffee table.



Hearty congratulations to Mr. Donald S. McKellar, group manager of the furniture and sewing machines departments, who completed 35 years of service with the Company on September 9th.

As Mr. McKellar was in the east on departmental business when his anniversary rolled around, his associates had to be content with wiring him congratulations. On going to press he is still out of town, but plans are under way to fittingly celebrate the occasion on his return.

Raymond Street Completes Thirty-Five Years With Eaton's

Wednesday, September 12th, was a memorable day for Mr. Raymond Street, mail order complaints department—the occasion being his thirty-fifth anniversary with the Company. One of the first to extend congratulations was Mr. R. S. McCordick. With a hearty handclasp, our general manager recalled his association with Mr. Street years ago when he (Mr. McCordick) was on the mail order staff.

Fellow workers marked this milestone in Mr. Street's long service by presenting him with a silver cigarette case, while a bouquet of flowers was sent to Mrs. Street.

Born in Bristol, England, Mr. Street served overseas and was wounded in the first Great War. A capable, quiet-mannered Eatonian who in his leisure hours likes reading and stamp collecting. Many happy returns!

"YOU"

You are the fellow that has to decide
Whether you'll do it or toss it aside.
You are the fellow who makes up your mind
Whether you'll lead or will linger behind—
Whether you'll try for the goal that's afar
Or be contented to stay where you are.
Take or it leave it. Here's something to do!
Just think it over. It's all up to you!

What do you wish? To be known as a shirk,
Known as a good man who's willing to work,
Scorned for a loafer or praised by your chief;
Rich man or poor man or beggar or thief,
Eager or earnest or dull through the day,
Honest or crooked? It's you who must say!
You must decide in the face of the test
Whether you'll shirk it or give it your best.

Nobody here will compel you to rise,
No one will force you to open your eyes;
No one will answer for you yes or no,
Whether to stay there or whether to go.
Life is a game, but it's you who must say
Whether as cheat or as sportsman you'll play.
Fate may betray you, but you settle first
Whether to live to your best or your worst.

So whatever it is you are wanting to be,
Remember, to fashion the choice you are free,
Kindly or selfish, or gentle or strong,
Keeping the right way or taking the wrong,
Careless of honour or guarding your pride,
All these are questions which you must decide.
Yours the selection whichever you do;
The thing men call character is all up to you.

—Contributed.

G.O.'s Bill Powers

(Continued from Page Five)

Mr. W. A. McNaught, head of department, did the honours in a brief speech that voiced with sincerity the sentiments of Bill's assembled friends. Asked to pose in the new chair, Bill jumped into it in a way that belied the veteran of forty strenuous years. It looks as though that chair will be the companion of many reclining but certainly not declining years. Then he thanked Mr. McNaught for his kind words, and the boys and girls of the general office and allied departments for their gift. Characteristically, his closing words were about the Company. Said he: "The T. Eaton Company owes me nothing. I owe them for forty years of pleasant work and happy associations . . . and that covers everyone, from the heads down."

"Hats Off" To Aurore Paul on Her Silver Anniversary With Eaton's

Aurore Paul, who presides over the mail order millinery workroom, came to Eaton's twenty-five years ago on September 8th, and her entire service has been with the workroom. On the anniversary of this date, Mr. L. E. Christie presented a gift certificate on behalf of the staff. A letter was also received from Mr. Tempest, manager, who was in Toronto at the time, wishing Miss Paul a happy anniversary.



Congratulations to JOSEPH MOUARD, despatch department, who celebrated his quarter-century of service (all spent in the city despatch) on September 13th. Born in Winnipeg of French descent (his father hailed from old France, near Switzerland), the youthful-looking Mr. Mouard came to Eaton's when sixteen years of age. He is married and has one daughter. Joe, by the way, is a keen golfer and is justly proud of copping the Northwest Review Cup in the Knights of Columbus tournament this year. To mark his twenty-fifth anniversary with Eaton's, the staff, of departments 127, 129 and 130 presented Joe with a Gladstone bag and a sports jacket, Mr. Sam Young doing the honours.

LEWIS MCGILLIS, Budget Plan Office, Edmonton

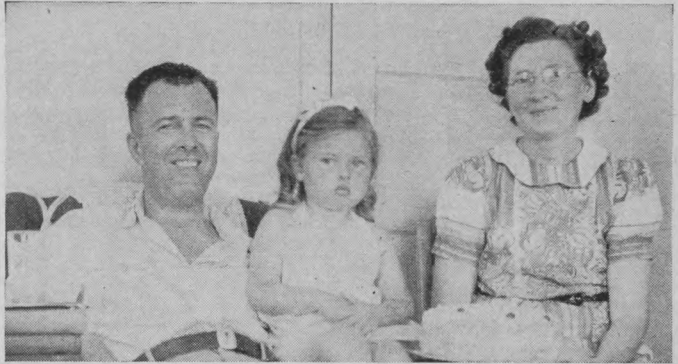
Because of illness, Lewis McGillis, a quarter-century-ite of September 25th, has been away from the store for over a year. But in spite of his long absence from work he is still an important figure in store life. His many friends keep in close touch with him and find their visits to him most exhilarating. That's because his ever-cheerful disposition and his bright optimism are definitely contagious!

Lewie (everyone calls him Lewie), commenced his career as an Eatonian in the despatch, finally becoming a member of the budget plan office staff.

On the occasion of his anniversary several members of the staff gathered at his home, and it's not likely they'll soon forget the good time they had.

At this celebration Lewie was presented with a handsome cheque. There was also a lovely bouquet of flowers for Mrs. McGillis and a gift for smaller daughter, Maureen, too.

The best wishes of all Eatonians are with this newest member for the Quarter-Century Club from the Edmonton store!



Lewis McGillis, wee Maureen and Mrs. McGillis



It was nice meeting you—



Did you ever correspond for years with someone you have never seen? Perhaps a business associate in some distant city—someone to whom you started writing routine letters, then exchanging helpful ideas, personal references, Christmas greetings? Sometimes you wondered what your correspondent looked like . . . how his office was arranged . . . where he lived. Then suddenly one day you walked in on him, met him face to face, clasped his hand and both of you exclaimed: **"Well, it's certainly nice to meet you!"** And in a few moments you were like old friends. If this has ever happened to you, dear reader, you'll agree that it's a great feeling!



Returning recently from a quarter-century holiday, mostly spent in Cape Breton, your "Contacts" editor had this experience. As the train sped westwards we dropped off to pay a flying visit to the principal Eaton branches on our way. From Sydney, at the eastern-most tip of the Dominion, to Moncton and on through to Canada's great industrial city of Hamilton, we visited stores, mail order buildings, factories, buying offices and staff publications. Dropping over to New York for a few days, ye editor also had a memorable visit at 200 Madison Avenue, our Company's handsome suite of buying offices in the great metropolis.



Regretfully, ours was but a fleeting glimpse . . . weeks could be spent touring those big, modern Eaton factories alone!

Nevertheless, at each point it was an inspiration to realize the widespread roots of this great institution; to see its buying offices in action; to note the comfort and conveniences provided for our buyers away from home; to view the various factory processes, which invariably showed one why Eaton merchandise is just a bit better than "money's worth"; to note with pride each factory's provision for the welfare of its staff—those big, sunlit windows, for example; or, where needed, the soft fluorescent lighting; the extra ventilation equipment; to visit the spacious, spotless cafeterias with their delightful varieties of foods at a nominal charge; the thoughtfully planned rest and recreation rooms with plenty of big, inviting chairs, lounges, radios, pianos!



Equally memorable was our meeting with store and factory executives, salespeople, buyers, staff magazine editors and Eatonians of all ranks.

The heartiness of their welcome, the warmth of their hospitality, came as a happy climax to our quarter-century holiday. It was equalled only by their enthusiasm in the goods or the services they represented—so much so, indeed, that we nearly missed our train!



Thank you, fellow Eatonians . . . it was nice meeting you! A broadening experience, enriched with many happy memories!

Bill Hulburk

Will You Help the Shivering, Distressed Peoples of War-Ridden Europe?

**National Clothing Collection Drive Starts
Monday, October 1st, and Ends October 20th**

Winnipeg is asked to contribute 1,000,000 pounds of used clothing—boots, shoes, overshoes, socks or stockings. (Will you please see that all footwear and stockings are firmly tied together in pairs?)

As Thanksgiving Day approaches, here is a practical way to show our gratitude that the war and its toll of suffering did not reach our shores.

A depot has been set up in the Donald Street annex to receive your parcels.

She's Autumn 1945

The sequel to "She's Spring, 1945" was a dinner and fashion show for the selling staffs on Tuesday evening, September 11th, in the grill room. Comprehensive and instructional, it ably demonstrated the assembling and welding together of the fashion story. The show was an artistic triumph and the models (who, by the way, did an A-1 job without benefit of rehearsal) co-ordinated perfectly with a running commentary by Miss Wilma Blocher.

For those of you who were unable to attend, here are a few highlights.

Tapestry Colours

A feeling for tapestries has been prominent in everyone's mind lately. Since the fall of France mysterious things have happened to many famous tapestries of the 14th-17th centuries—mislaid—stolen—stored away—hidden! These, then, are the inspiration for those luxuriantly rich colours on the preferred list of fashion this autumn. Such fascinating colour names as Knight black, Gothic brown, King's green, red or blue; Flemish red, Chateau grey. Pastels, too, are in the picture. Brittany aqua, Flemish peacock, Clovis pink, Trojan gold.

Soft Silhouette



No matter from which angle you approach it, "soft" is the word for the autumn silhouette! The rounded, softened, curved contours are reminiscent, too, of another fashion age. It says: Shape your curves, nip in your waistline. Let your skirt-line have full run of whimsical fancies—novelty twists and curves below the tiny, corselet waist. Bloused fullness above, winging out into wide, extravagant sleeves and smoothly rounding out into flattering wide shoulders. Yes—She's Autumn, 1945. Her silhouette proclaims it—from the soaring, grown-up hats to the low, lithe shoes. The line is the thing this season. The line that curves—rounding her shoulders, nipping in her waist, curving her hip. The line that flares in a winged sleeve, a flirty peplum, a swinging tunic. The line that climbs up and up, reaching new heights in her chic hats—new drama at her throat. Strong, sure, wonderful lines—of such is the shape of fashion, in Autumn, 1945. Fashions have done an extreme about-face to give women a grand new experience. Never before have lines been so flattering, so graceful, so feminine. Never before have styles been so lavish. Soft, bloused hats, bags with a crushy line, necklines creeping higher around a dainty throat, a perfect background for glamorous, glittering accents in jewelry; push-up, dolman and winged sleeves, pleats, gathers, front and back fullness in the skirtline. Soft, subtle shades from an extravagant palette of tapestry colours blended into graceful becoming fashions tell you definitely that "She's Autumn, 1945."



All Eyes on Shoulders and Sleeves

For seasons past, women with an eye for stunning fashions have been very conscious of the shoulder and sleeve line—realizing full well that upon these two features is based the whole style of any garment. However, not in many years has as much style interest depended so strongly upon these two features—the sleeve and the shoulder. Sleeves rule the significant new silhouette change—and they're going to be "king" of the fashion field not just for a day but for some time to come. Sleeves are booming and, as one fashion magazine has so aptly stated, "sleeves are 'bustin' out all over." Fullness breaks out anywhere—at the shoulder to "take wings" and soar to new heights in the fashion world; at the wrist, for the new melon look; at the armhole for the slightly deeper effect. You'd be surprised how very flattering and comfortable this different sleeve treatment is. And it brings with it a feminine, soft look that really belongs in the feminine world—a definite turning away from rationed, tailored boy-lines we've been wearing. Yes, women have returned to the class of the "softer" sex—and how their admirers love it!



Now, about shoulders. The 1945 silhouette still shows the wide shoulder line, because these wide shoulders have done such wonderful things for a woman's appearance. Adrian, world-famous dress designer, originated this emphasis on the wide shoulder a few seasons ago—and he really scored a success with them. The change now is in the fact that wide shoulders are no longer square—the 1944 "T" silhouette is out. Rather they are smoothed off, rounded, to give the "soft" look we've been talking about. You'll find the new, feminine "soft" shoulder line in fur coats, cloth coats, suits, dresses, blouses—in fact, almost every article of wearing apparel. In fur coats, shoulders express a feeling of elegance in the extravagant bulk—a feeling of wonderful ease as they effortlessly slip on over suits and dresses. Rounded shoulders are achieved with curved flange, tucks, yoke effects, the dropped shoulder line, accentuated seaming and skillful padding. And that, I think, just about covers the new slant on sleeves and shoulders that are playing such a prominent role in the fall fashion picture. So there you have it—the pageantry of the past heralding the history "in-the-making" of the fashion future.



How Is Your Score On— Customer Antagonizing Tactics?

Doubtless you are one of the great many Eatonians to whom these examples do not apply. All through the hectic war years you never ceased doing a fine, intelligent, co-operative job of selling.

If some stocks ran short you didn't stop selling—you sold the store as a pleasant place to shop in and, incidentally, you sold yourself as a pleasant and efficient employee. But if you are not sure where you stand as a courteous and efficient salesperson, why not check yourself against these customer-antagonizing tactics.

Clipped from "Women's Wear," the author has merely used footwear as an example. The same undesirable traits may apply to any department. So let's all check up on courtesy, remembering that the future years will be longer than the duration was.



Before we can say anything, he volunteers, "This is all we have in your size"—and then sits back. It's plain that we can take it or leave it—it's up to us, but he could try a little harder, couldn't he? Not make us feel so unimportant.

The \$64 question here is, "What makes him think he's a salesman?"



He overrides objections with rigid determination. His method lies in such statements as: "I've been selling shoes a long time and I know . . ." "Everyone knows what that name stands for . . ." The tone of voice varies from disbelief that anyone could ask such a dumb question to amused superiority.



He talks down to us and the merchandise. "What can you expect at that price?" is his attitude.

"We only have what you want in our better shoes," he says, but doesn't audibly add "... and you couldn't possibly afford that!"

He doesn't have to—he's made it very plain.



His first remark is, "I'm busy." Busy with a customer is one thing; busy talking is something else again.

Then there's the arms-folded type—an aloof-from-the-crowd air about him. He flicks you with his eyes and you get the feeling that you're the little woman who isn't there. He's the fellow who is just sure he can't please you before he even knows what you want. He opens his conversations with "Well, shoes are hard to get. We have very few in stock."



He takes two forms.

No. 1: He just can't see why anyone would buy shoes these days unless they are practically barefoot. He takes away your confidence in shoes and in his store. No. 2 is still singing the old refrain: "There's been a war on." We know that shoes are hard to get, but we're tired of hearing, "This is the last pair we have in stock."



He has a chip on his shoulder. "Why don't you like it?" can be said two ways. "What do you expect these days?" or "That's silly." "What makes you think that?" We're always wrong and he's always right. The arguer puts us on the defensive. Who likes being in that position? —Condensed from "Women's Wear."



"There Is Nothing So Pleasant As Coming Home Again!"

WALTER G. ALEXANDER

A/B Walter Alexander assumed many duties during his five years with the navy on home defence work at the east coast. He has now resumed his duties as painter with the customers' decorating section.

GEORGE A. ANDERSON

Corporal Anderson was with the Canadian Postal Corps during his five years and five months in the army. Thoroughly "visited" Holland, Belgium, Germany too! Is now with freight shipping.

STANLEY C. ALLWOOD

L/Ac Allwood spent three and a half years in the R.C.A.F. as ground crew. Returned to work August 13th in the fur department.

RONALD W. CHADWICK

From A/C2 to flight lieutenant in four years is the achievement of "Ron" Chadwick, of the jewellery department. He was attached to the 86th Coastal Command, R.A.F.

JAMES E. CLARKE

Trooper Jimmy Clarke joined the armed forces in the Fort Garry Horse and ended up in the Elgin Regiment. Spent 21 months in Sicily and Italy, thence to Holland. Jimmy was absent six years in the army!

WILLIAM T. COX

Sapper Cox was with the Royal Canadian Engineers three years and ten months, most of the time overseas. He has a twin brother who was also with the same unit. Bill Cox is back to Eaton's as a driver.

HERBERT B. DARROCH

Corporal Darroch, of the box factory, was in the R.C.A.F. nearly five years as ground crew. During this time he has been all over Canada from east to west, stationed at the various R.C.A.F. Commands.

HARRY K. McDIVITT

A/B McDivitt is a navy man and was for three years and three months on duty on the Atlantic coast with the R.C.N. He is now with the city despatch.

ALFRED SAUNDERS

L/Cpl. Saunders did his "bit" for three years in the 37th Company, Veterans' Guard of Canada. He is in charge of stockroom, service groceries.

ARTHUR F. TAYLOR

Sgt. Taylor was with the No. 10 Vocational School and 4th Supply Column, R.C.A.S.C., and was overseas during his four years and ten months in the army. Is now employed in the meat department.

JOSEPH P. TRAINOR

Leading Seaman Trainor, of the city advertising staff, was absent four years and ten months in the navy. Some of this time was spent as advertising and circulation manager of "The Crow's Nest," official publication of H.M.C.S. "Cornwallis" in Nova Scotia.

WALTER A. WALBERG

A leading signalman in the navy, Walter Walberg spent much of his five years and nine months in the navy on convoy duty. He wears 1939-1943 star, long service and good conduct medal. Is now back at Eaton's in the paints and wallpapers workroom.

PHILLIP NICHOLAS, Saskatoon, Sask.

Corporal Nicholas has been with the Saskatoon store since 1937. Joined R.C.A.F. on October 3rd, 1940, serving in Newfoundland. Returned to work September 3rd in Saskatoon store (light, heat and power).

(Continued on Page Eighteen)

It pays to know "Your Store"

Here's an Exciting New Contest Start

**\$5,000 in
\$2,500 to the Store**

Be a Walking Information Bureau

- **WHEN IS IT?**

Saturday, October 6th, 13th, 20th, 27th.

- **WHERE IS IT?**

Winnipeg store and mail order staffs, factories and printing plant—open to all employees below the rank of signature.

- **WHY IS IT?**

"It pays to know your store—your mail order"—a fuller knowledge of locations, policies, system, merchandise; pays big dividends—\$5,000 worth!

- **WHAT IS IT?**

The contest takes the form of a questionnaire for each of the four Saturdays, one set of questions to be answered each week.

- **HOW DOES CONTEST OPERATE?**

1. On Saturday, October 6th, the first questionnaire of the series will be distributed to eligible contestants, at dismissal, by department heads.
2. This set, when answered, will be deposited by the employee in special box in **his own time office** not later than **1 p.m.** the following Tuesday. **Half-time employees please note time.**
3. Judged by committees, winners will be announced and prizes distributed Thursday of the same week.

The following Saturday the same procedure takes place with the Second Questionnaire.

Store-Your Mail Order!"

Starting This Saturday, October 6th

in Awards

\$2,500 to the Mail Order

reau! There's Big Money In It!

GRAND AWARD

AWARDS

The contestants who at completion of the competition are adjudged to have submitted the best four papers will be awarded Grand Prizes—twelve in the store, twelve in the mail order.

FIRST WEEK—BOOSTER WEEK

City.....100 prizes at \$5.00 each Mail order.....100 prizes at \$5.00 each

SECOND, THIRD AND FOURTH WEEKS

MAIN CONTEST

Prizes Per Week

City	10 at \$10.00	20 at \$7.50	50 at \$5.00
Mail order.....	10 at \$10.00	20 at \$7.50	50 at \$5.00

GRAND AWARD PRIZES

City— 5 contestants with the best four sets of answers.....each \$50.00
 5 contestants with the second best four sets of answers.....each \$30.00
 5 contestants with the third best four sets of answers.....each \$20.00
 Mail— 5 contestants with the best four sets of answers.....each \$50.00
 order 5 contestants with the second best four sets of answers.....each \$30.00
 5 contestants with the third best four sets of answers.....each \$20.00

FACTS TO REMEMBER

- Only one entry from each contestant each week.
- All entries must be placed in special box in your time office not later than **1 p.m. Tuesdays**. Questionnaire No. 1 must be deposited by the first Tuesday, questionnaire No. 2 by the second Tuesday, and so on.
- Correctness and intelligence of answers are the predominating factors in determining the winning papers.
- Questions will be diversified, so that all personnel will encounter familiar problems.

Be Observant! Remember—"It Pays to Know Your Store—Your Mail Order!"

JUDGES' DECISIONS ARE FINAL

WELCOME BACK

(Continued from Page Fifteen)

DONALD CHISAMORE, Port Arthur, Ont.

WO/1 Donald Chisamore enlisted July 6th, 1941, in the R.C.A.F. and on September 11th, 1942, graduated as a sergeant pilot. Mr. Chisamore trained at Brandon, Moose Jaw, Fort William and Yorkton. After his graduation he was posted to Winnipeg, No. 5 A.O.S., as an instructor and was there until the school closed on March 16th, 1945. Mr. Chisamore then went to Rivers, Man., and thence to Portage la Prairie No. 3 A.N.S., and on the closing of this school was posted for discharge. Received discharge in Winnipeg on September 7th, 1945. Returned to his former position as department head of Pt. A 928.

WILLIAM SICZKAR, Port Arthur, Ont.

Tel./T.O. "Bill" Siczkar joined the R.C.N.V.R. on September 7th, 1942. After a year's training at Port Arthur, Toronto and Hyacinthe he was drafted to a wireless station in Newfoundland. On December 4th, 1943, Mr. Siczkar joined his ship at Montreal and served twenty months on the high seas—thirteen months overseas, the balance on coastal patrol duty. Discharged September 6th, 1945. Mr. Siczkar has returned to his former work in furniture and house furnishings.

DONALD M. BIRD

Six years absent in the army, Sergeant Bird looked after army stores and saw that the boys got what they wanted when they wanted it (or almost!). Was wounded in left wrist. Now back at work on receiving room staff.

EDWARD J. BLOOMER

Enlisted in the navy three and one-half years ago at H.M.C.S. Chippewa. A/B E. J. Bloomer spent most of his service on the west coast, specializing in electrical work. Has now returned to Eaton's in the electricians' shop.

JAMES R. BONNALLO

"Saturday-night-sailor" James R. Bonnallo, chief stoker, has twelve years' service in the R.C.N.V.R. to his credit. On active service in this war for six years, he knows the north Atlantic like a book. Before the end of the war he was serving on the Hallowell from St. Johns, Nfld., to Londonderry, Ireland.

WILLIAM D. DAVIES

Sergeant Davies, of the R.C.A.F., was five years and eleven months in the air force. When he enlisted he was with 257 department and has returned to work in the electricals, third floor.

HUGH HALFPENNY, Regina, Sask.

After four years in the army, Hugh Halfpenny has returned to work with the Regina delivery department. He took a special engineering course while serving with the Canadian army.

N. T. HOUSTON, Dauphin, Man.

Sergeant Houston, of the Dauphin foodateria staff, was in the R.C.A.F. nearly four years. Has returned to his duties at Dauphin.

AGNES McCAFFREY

A corporal in the R.C.A.F. (W.D.), Agnes McCaffrey took training as an accountant during her three years and eight months in the air force. Is now back at Eaton's in the wages office.

MAURICE MENZIES

Four years and four months in the navy, Petty Officer Menzies took a higher submarine detector course. Has now returned to the carpets and linoleum department.

R. N. MERRELL, Brandon, Man.

F/O Merrell was absent for four years in the R.C.A.F., some of the time being spent as a pilot instructor. Has now resumed duties in the Brandon hardware department.

JAMES S. SALMON

A/B Jimmy Salmon was three years on convoy duty in the north Atlantic. Is now with city carriers department in the Winnipeg store.

JOHN YOUNG

Chief Petty Officer Young spent nearly three years in the navy, during which time he was overseas, of course. Is now back in 1074 department as a sign painter.

* * * *

Which one of these will you be?

The Greeter—He's a one-man brass band when it comes to welcoming the veteran. "Nothing's too good for our boys," he says. And that's exactly what he gives them. Nothing—except a big hello, and empty words. Help? Understanding? What's the government for?

The Bloodhound—From his armchair position, the war was just one big adventure. Pestors the returned man for all the details. "How's the old back, now? Somebody told me you were lying out there wounded and the Jerries takin' pots at you. You'll have to tell us all about it. Say, that was too bad about your brother. Were you around when it happened?" Nothing bothers the bloodhound.

The Patriot—He won the war practically single-handed. Served on committees, bought

bonds, and got big war contracts for his firm. Pretty important in the scheme of things. So he thinks.

The Rock—War hasn't affected him in the least (yes, there are a few like this). Lives in his own little world of unchanged comfort, and dulled sensibilities. Thinks veterans' allowances and rehabilitation schemes are just unnecessary expense, out of his pocket.

The Good Guy—Doesn't ask questions out of idle curiosity. Doesn't pretend that disabilities are unimportant, but keeps his more depressing thoughts to himself. To him the returned veteran is an abler, more aggressive and resourceful citizen than the boy who went away. He's proud to know him, and wants to help him.

—From Bulman's "Sales Trails."

THE LINE FORMS ON THE RIGHT!



Apparently happy about the whole thing is this group of Winnipeggers who accidentally met on a historic piece of German soil near Luneberg, where Field Marshal Montgomery received the surrender of all Reich forces in the northwest. Now all firm pluggers for the old chestnut about the "world being a small place after all," they are from left to right: Capt. Clarence D. Shepard Jr., Cpl. David S. G. Portigal, L/Ac Bob Evans, Cpl. Cecie Smith (W.D.), L/Ac Neil Lebeau, Cpl. Walter Henney, and Capt. W. L. "Bill" Palk. Captain Palk with the broad grin belongs to our mail order advertising staff. Cpl. Smith is one of the performers with the R.C.A.F. show W-Debs now touring army and air force camps on the continent. All the others were attached to 39th reconnaissance wing, R.C.A.F., the first Allied airfield over the Rhine, back in March.

"The Last Twenty Days Were the Longest"

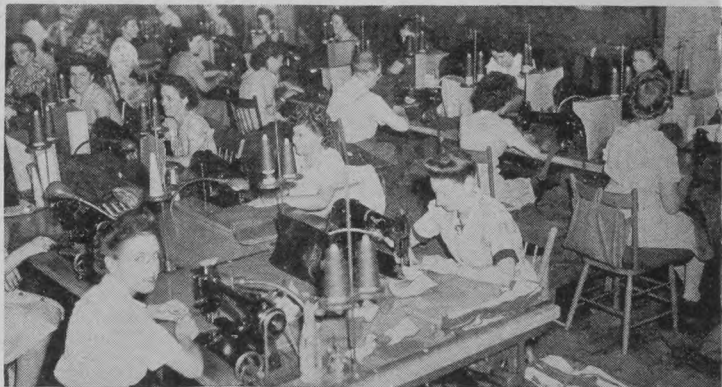
Evelyn Campbell, a starry-eyed bride-to-be in the budget plan office, told "Contacts" the other day. It seems that Evelyn had waited exactly five long years and twenty days for her fiancé, Capt. John A. Carpenter, Fort Garry Horse, to return from overseas. But at long last he came, and they were married at Holy Trinity Church on Saturday, September 22nd.

In the picture Evelyn is seen admiring the beautiful console mirror presented her by the budget plan staff and reflecting their good wishes. Inset is a close-up of the bride herself.





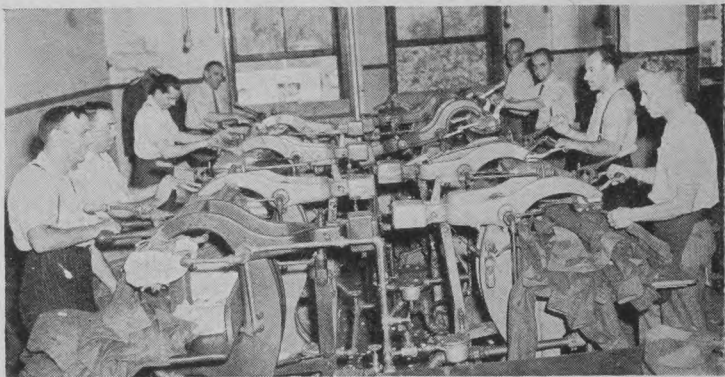
Battle Dress



A section of the sewing room. A happier looking group of gals would be hard to find!



"Nothing is too good for the boys" say these government inspectors who examine and count the garments before they are packed.



A section of the pressing machines where the pressing of the blouses is done. Easy to see that these boys put their hearts into the job!



Cutting—the first operation. Blouses and trousers are cut 20 up, with 300 garments in one size to the "lay."



Girls inspecting the blouses before they are passed on to the government inspectors.

BATTLE DRESS

Pictures on Facing Page

A Vital Job For Victory Fulfilled by Eatonians of Our Montreal Factory— Capacity at Peak One Complete Uniform Every Thirty Seconds!

"He wore his uniform of Hodden blue,
Gay as a knight of old . . . he went away
To face a braver battle than he knew. . ."

When war breaks out, a nation looks first to the equipment of its fighting men . . . above all, the warrior's uniform must be designed not for parade square glamour but with an eye to comfort, service and freedom of movement. Clothes he can climb in, crawl in, hide in, fight in! Thus, with these requirements in mind, battle dress was born.

In the accompanying pictures "Contacts" is proud to present a glimpse of battle dress in the making—the product of a happy, enthusiastic family of Eatonians in our Montreal factory.

Every Machine Brand New

This plant was established by the Company in September, 1939, under the supervision of Mr. R. W. Mann. Its one objective—to supply battle dress to Canadian and British fighting men with all possible speed!

Every last machine was shining new—eager to receive miles of khaki and air force blue (that stout, full-bodied serge, twenty ounces to the yard), the finest Canadian mills could produce!

Two Born Every Minute!

At the outset there was but a small nucleus of experienced operators. However, the entire staff of 325 loyally co-operated with Mr. Mann who, with his added experience in making uniforms during the war of 1914-1918, developed and trained them to the peak of efficiency. **At top production their capacity rose to one complete uniform every thirty seconds!**

Made-to-Measure Battle Dress, Too!

Three yards of cloth go into the average battle dress whose standard sizes, like civilian clothes, run 36 to 44. However, the factory also supplies made-to-measure battle dress for the pocket-size warrior who wears a size 32 or that barrel-chested bruiser who needs an outsize 50.

No "Busted" Buttons Here!

Our battle dress workers are specially proud of their button-sewing machines. Ordinarily these machines sew twenty-one stitches to the button. To ensure added strength, however, the factory had its machines stepped up to take thirty-two stitches. The thread used is of toughest cotton . . . the pride of our own Eaton thread factory.

All Classed "A1"!

Every battle dress uniform must pass the examiners with flying colours. After trained factory inspectors do their stuff, the eagle eyes of government experts go over each garment. To the Eaton workers' credit, be it said with pardonable pride, **there's never been a reject!**

Our battle dress plant is a separate unit from the regular Montreal factory, which produces men's and boys' clothing and sheep-lined garments.

Both organizations are under the supervision of Mr. R. W. Mann, an Eatonian of thirty-six years' service. A Ballymena Irishman, Mr. Mann was apprenticed to the custom-tailoring trade at 14 years of age.

And the Job Goes On . . .

Mr. Mann is ably assisted by Mr. Frank Landskroner, also well known to Winnipeg Eatonians and thirty-five years with the Company; and Miss Sadie Rolleston with twenty-six years' service. Forty-one members of our Montreal factory staffs are Quarter-Centuryites.

"Yes," said Mr. Mann, "we've turned out millions of battle dress uniforms, and though the war is over we've still thousands to make."

To "Contacts" (visiting Montreal on our quarter-century vacation) it was a real inspiration to meet these, our fellow Eatonians (such a happy, smiling crew) and to realize that here in this highly modern Eaton plant was made the clothes in which our boys fought on the battle fronts of the Empire. And our Montreal workers, too, must feel proud of their efforts and their share in victory!

Got Any Poi?

A soldier visiting Hawaii wanted to try some poi, the publicized food of the Hawaiian islands. He went into a restaurant and asked the waiter if they had any.

"Sure we got poi," answered the waiter. "What kind you want?"

"You mean there's more than one kind?"

"Sure, we got lots kinds."

"Well, what kinds have you?"

"Oh, we got pitch, stomberry, epple and mince."

* * *

The lone chick gazed upon the lifeless forms lying about in the incubator and said dolefully: "I am an only child. Mother has just blown a fuse."

* * *

Truthfulness in Advertising

"Only a few fortunate women can share this exceptional opportunity—A limited number of natural mink coats, \$3,950, including tax."

* * *

Clerk—I have been here ten years and am doing three men's work for one man's pay. Now I want a raise."

Manager—I'm sorry; I can't give you a raise just now, but if you'll tell me who the other two men are I'll discharge them.



By R. Einarson

Miss Hilda Singer, 122 department, left on August 11th to be married to Mr. James Bain. Hilda received a table lamp from the department and flatware from 122A and 122B girls. Lots of happiness for the future!

Dorothy Davie and Elsie Sych, both of 122 department, are wearing lovely diamonds on that all-important finger. Best wishes to you both!



Congratulations to Mr. and Mrs. Nelson Hogue! Prior to her marriage on Saturday, July 28th, Mrs. Hogue was Miss Agness Caplette, of 122 department. On leaving, a bedthrow was presented to the bride by her business associates, and the girls gave her a lovely pair of wool blankets.



Another fair maid to leave was Nina Sidwell, who was married to Mr. John Low on Friday, September 7th. Nina was presented with a gift of wool blankets from the department and kitchenware from 122A and 122B girls. Best of luck and happiness to the newlyweds!

By Mrs. E. Stedman and Mrs. C. Lewis

The following news was received by the gang in mail order men's shoes from Florence McLellan, with the C.W.A.C. in Holland:

"... August 13th was the C.W.A.C.'s birthday. We had a parade through Apeldoorn with both the pipe and brass bands... then a big banquet and dance... We flew over here to Holland—quite an experience. I would make a good pigeon; think I will transfer! Amsterdam is a grand place; we went on a boat trip around the city. The city was hardly touched, but the harbour is a mess! Hope it won't be too long until I see you."

* * *

By Miss J. Dougall

The staff of 67-68 departments wish to extend "A hearty welcome, boys," to Nellie Faraci's brother, Phil Faraci; Mrs. Laura Sowerby's brother, Aime Colonial, and Bea Morris' brother, George Morris. Each of these boys have spent more than four years overseas.

We enjoyed a visit from Roy Bader. He and Betty Thompson, of the sales office, were married in August. We wish to extend our very best wishes for their future happiness.

* * *

By Misses M. Hoover, E. Sim, F. Paget, Messrs. J. Burns and W. Johnston

A hearty welcome to Jack Pinniger, 1766 department, who after over five and a half years' service overseas is now back on the job. Jack will have a busy time for a while renewing his acquaintance with the "tickers" in 1766 and with the two youthful "tickers" at home—Jack and Jill Pinniger.

Jack Shields, R.C.N.V.R., while on leave spent some of his spare time in the workroom repairing clocks. From what we hear and see, Jack was also spending some time with a certain young lady in our jewellery department who is now wearing a happy smile and a lovely diamond on her third finger. Good luck, Vicky and Jack.



We were glad to greet Stefan Johnson, who came back from overseas service with the R.C. A.F., and trust he will soon be with us again.

Jim Witherspoon, of Vancouver, and Mr. and Mrs. Norman Lennox, of Moose Jaw, all former members of our staff, called on us in July. Nice to see you again, folks!

Four of our quarter-century men, D. Martin, O. Olafson, Geo. Scott and R. Hamilton, have returned to work after enjoyable holidays spent in the east, west and at home. All report a good time.

Margaret Dixon, of the repair wicket, left on August 25th to reside in Saskatoon. Margaret was given a lovely hand bag as a parting gift.

Quite a budget of news from the mail order dress goods this month:

Wren Veronica Walsh paid us a visit while on her leave from Newfoundland. Veronica has now been posted to St. Hyacinthe, Quebec.

We wish to extend our sincere sympathy to Miss Nellie Mandzuk on the death of her mother.

Glad to see Miss Dorothy Peterson back at work after her recent operation. Latest word from Bea Hardcastle that she is improving and expects to be able to return to work shortly.

Ethel Sheidow has had word that her brother, Wilfred, taken prisoner at Hong Kong, is now liberated from a Jap prison camp and expected home soon.

Ethel Jarvis' brother, Cecil, arrived home after two and a half years' service with the R.C.A.F.; also Mrs. Hanks' brother, Sgt. Jack, and P.O. Gerald Dougherty arrived home recently.

It wasn't a secluded lonely spot very long—for when the gang from 33 department trudged along the banks of the Red River for a weiner roast on September 7th, the whole place lit up with songs, laughter and even a bonfire which was kept burning through the wood-gathering efforts of Miss Winnie Crowston and Mr. Dave Thomson.

We are glad to hear that Mr. and Mrs. Bob Holmes, of department 36, mail order, are enjoying their quarter-century holiday in the United States. After a busy fortnight seeing the sights of New York, they spent a few weeks in sunny Miami, Florida. We understand our friends returned to a more tranquil climate before the big storm hit Florida.

On Monday morning, September 17th, department 29 welcomed Joe Leighton, R.C.A.F., and Joe McAllister, R.C.N.V.R., back to our midst after active service. It seems like old times to have you back again, fellows.

We are glad to know that Olive Orchison is well on the road to recovery after a very serious operation. Hope to see you back to work again soon, Olive.

* * *

By Misses D. Sanderson and M. Fraser



One of our best known gals "in these parts," Miss Edith Bowen, women's coats and suits, left September 8th to become the bride of Mr. Jim Dempsey. Mr. J. W. MacKenzie made the presentation to Edith of a lovely pair of wool blankets and a few other gifts on behalf of her fellow workers. Ed

and Jimmy were married on September 15th in St. Mary's Rectory and are honeymooning in Vancouver. To you, Edith, and the lucky bridegroom very best wishes for your future happiness.

A hearty welcome home to George Hammond, who is returning to the staff of departments 3 and 4 after four years on active service with the Royal Canadian Navy. We're happy to have you with us again, George!

Best wishes for a speedy recovery to Lily Johnson, who has just undergone an operation for appendicitis. We hope you'll soon be back feeling fit as ever, Lil.

We would like to congratulate Mr. Andy (Mac) McAuley, who on September 16th celebrated his thirtieth anniversary with the Company. "Mac," as he is known to all, was presented with a smoking stand from the staff of 44 department. Company officials and friends wished him the best for many years to come.

* * *

By Misses M. Ewing, R. Soutter, Messrs. M. Thompson and D. Balldson

On September 8th, Mr. Whitfield celebrated thirty-five years with the Company. Mr. S. McKay presented him with a Gladstone bag and dressing gown from his departments. Mr. Whitfield also received numerous gifts to mark the occasion. Mrs. Whitfield paid us a visit during the morning and was presented with a corsage.



September 8th was also Audrey Walker's day to leave the department to become the bride of Staff Sgt. Louis Ducharme. They were married on September 15th at St. John's United Church. Audrey received gifts of blankets and a table cloth from the staff. Our very best wishes, Audrey and Louis!

Our deepest sympathy to Dora Marshall in the loss of her mother.

Louise Holland is wearing a lovely diamond on that all-important finger. The lucky man is Don Biggs, Regina, recently returned from overseas.

We are glad to hear Evan Owen is progressing favourably after undergoing an operation. Best wishes, Evan, and we all hope to see you soon.

Mrs. I. F. Murphy, mail order advertising, is looking unusually happy these days. Her daughter, Miss Mary Jane Murphy, is home from Washington for a short visit before going to Toronto to take a post-graduate course in Social Service work at the Toronto University. Good luck, Mary Jane!

Dorothy Ross To Become Mrs. Robert McGrath

One of the mail order staff's best known members, Miss Dorothy Ross, left on September 6th to be married in Melville, Sask., to Mr. Robert McGrath, C.N.R. engineer. Dorothy, who had been with Eaton's twenty-eight years, spent most of her service with 159 department and her knowledge of the system was most helpful to junior members joining the staff. She was also well known in dramatic circles, being active with the Masquers and latterly with the Winnipeg Repertory Club. With the latter group she has travelled countless miles entertaining

CONTACTS

at troop centres during the war years. On leaving she was the recipient of many lovely gifts, including a tri-light lamp and picture from her department.

We are pleased to see Marjorie McKenzie back to work again after being off with a broken arm.



This is Frances Watkins of mail order copying, mounted on Over the Hills, 7-year-old racing mare owned by Jerry Mustard of the garage.

Mary Ewing, mail order advertising, passes on this bouquet to Mrs. D. Batten, women's and misses' suits and coats, fourth floor store. In a personal letter to Miss Ewing, Miss Helen Lanston, of Loudon, Tenn., writes: "I bought a suit and coat at The T. Eaton Co. Limited and had it mailed. I wonder if you would ask them for the T. Eaton Company labels—I just want them so folks will know where it came from. The clerk was number twenty-two (Mrs. D. Batten) and I never had a nicer person to wait on me!" Take a bow, Mrs. Batten!

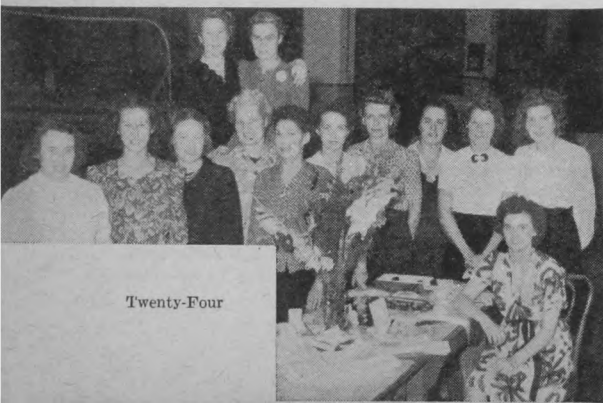
Betty Thompson, 117 department, received a lovely diamond from F/O Allan Sharpe, of Orangeville, Ont.

Mary Ravelli, department 118, received a lovely diamond from Richard Card.

Grace Graham, department 118, was the recipient of a nice ring from Clyde Adams.

Velma Stewart, 117 department, received a lovely ring from Alex. Stebner.

Miss Pat McGroarty became the bride of Raymond Ward Taylor, Saturday, September 15th. On leaving department 119 she received many gifts, among them a lovely mirror from the staff. See picture below.



Twenty-Four

By Misses D. Dee, L. Montgomery and Mr. H. Price

Miss Stella Gralick really took 22 and 24 departments by storm when she calmly strolled in after lunch one day recently with a flashing stone on the third finger. It looks as if Stella is going to drop the Miss for a three-letter prefix early in October. Best of luck from the gang, Stella!

Stana Haraczay, department 1762 (candy factory), came in the other morning with a beautiful sparkler. The lucky fellow is Bert MacGregor, recently returned from overseas.

Glad to have Daisy Hall back after quite a long illness.

Nellie Pace has been on the sick list for quite some time. Best wishes for a speedy recovery.

We understand Mr. J. Bewick, men's furnishings, did some double celebrating on V-J day. His son, Lloyd, returned home that day from service overseas with the R.C.A.F. and Johnny was right there to greet him.

Mr. J. Patterson's son, Bill, has also returned home after overseas service with the R.C.N. Mr. Patterson has two other sons (twins) also serving with the R.C.N. Let's hope they will soon be home too. Three sons in navy blue—something to be proud of!

* * *

PRINTING PLANT NOTES

By Miss M. Hoffman

Overseas Letter From Jim Mathieson to John Foster:

"... I want to thank you and everyone at the plant for so kindly remembering us all the time we have been away. Rumour has it that we will be leaving this month for England, and I very much hope it is true. Was very pleased to meet Bill Vivian in Amsterdam recently. He and Doug Thrush had just returned from leave in England."



We received several newsy letters from Hazel Diner from England describing her trips while on leave, also clipping from the newspapers on V-J day.

We are glad to hear that Mrs. James Braid (nee Agnes McKinnon) has received word from her brother in Hong Kong. George Ballingall also received word from his grandson who was in the forgotten camp.

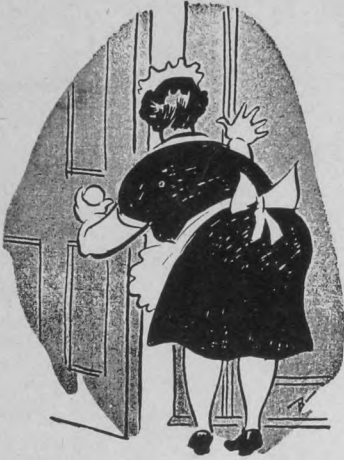
Several of our staff are on their long holidays: J. Smith, H. Jackson, W. Ferrier, J. Murray, C. Sugden, R. Torrance and Phil Heiland. B. Lane has just returned.

The good-looking lad on the right is Hartley Woodword of the printing plant. At one time a prisoner of war in Germany, he is now glad to be back at work in the printing plant.



What's Going On Here?

Around the Store



BASEMENT STORE



Best wishes to Margaret Hutchison and Emily Lozo of the basement foodateria. They are recent additions to our "sparkling diamonds" list.

Welcome home to Jimmy Reid, basement foodateria, now back with us after serving with the R.C.A.F.

You'll read about Doris Smith's (basement store office) wedding elsewhere in this issue, but we'd like to mention here that she was the recipient of lots of nice things from the department and staff—an occasional chair from the department, presented by Mr. T. Carson; kitchenware from the girls, and a beautiful pettit-point picture.



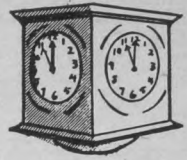
Margaret Watson

"Give Me One Dozen Roses"

Imagine Margaret Watson's (basement music section) surprise when one dozen "beecootiful" roses arrived with card enclosure reading: "Thanking you for your kind and courteous service from a well-pleased customer." Margaret has no idea who the thoughtful admirer might be. Listen, gal, you'd better find out and hold on to him! (We assume it's a "him.")

MAIN FLOOR

Verna Whitten, in charge of handbag section, jewelry department, was united in marriage to Mr. Leeson Holbrook, of Vancouver, on August 11th. Two parties were held for the bride, one at the home of Mae Broughton, when bedroom lamps were presented to the bride, and a dinner in her honour at the St. Charles Hotel. Twenty guests were present, and at this time she received a set of flatware from the department.



Charlie Donnelly (signature, men's hats) greeted Friday morning, September 7th, as usual, but when he arrived at the store all was excitement in the men's hats department. For it was Charlie's thirtieth anniversary with the Company, and the staff had not forgotten—huge anniversary card, a gift of exquisite statuettes, compliments and all!

* * *

THIRD FLOOR

Sporting goods department: A new ball player arrived at Grace Hospital on Wednesday, September 5th, when Mrs. Roy McDonauld presented "daddy" with a big, bouncing boy, and with a name like William Douglas the boy is sure to make a name for himself. Here's the best of luck to all three of them!



From all reports, that corn roast held at Sturgeon Creek by members of the meat department staff was an outstanding event of the year. About 150 attended, and among the favourite pastimes indulged in were dancing and eating. Rose Cartie and Frances Kostock were, in a great measure, responsible for the success of the affair. By the way, Frances, would you care to buy some coffee? We understand you enjoyed it by remote control at the "roast."

A sequel to the corn roast was a farewell gesture on that occasion to Ilys Brannigan Hartley, who has left with her husband to live in the United States. Ilys, a former member of the meat office staff, received a beautiful banquet cloth from the "gang."

* * *

FOURTH FLOOR

Department 204 (women's and girls' millinery) are just commencing the collecting of their nineteenth War Savings Certificates—which means a quarter from each one for the next sixteen weeks. Names are drawn for the winner each week (of course, no one wins more than one), and the instigator and collector of this war effort (who prefers to be anonymous) has met with a very willing response all through the five years of collecting. Amount actually collected up to date is a little over \$1,300, making a total of 326 five-dollar



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certificates, over and above those that many of them have had deducted from their wages each week. Nice going, gang!

* * *

FIFTH FLOOR

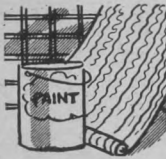


Lydia Penner of the grill room was married to Sgt. Jack McGregor, R.C.A.F., on September 1st. She was presented with a lamp table by Mr. J. E. Elders, supervisor, on behalf of her co-workers. A shower was

held for Lydia at the home of Sally Remple, where she received a gift of linens. Guests numbered forty. Good luck and happiness, Lydia!

* * *

SIXTH FLOOR



The memory of Lieut. Tommy Wilson (draperies), who was killed in action overseas, has been perpetuated by means of a most thoughtful gesture by his friends in the store.

Tommy's young son has been presented with a gold identification bracelet engraved: "In memory of your father, Lieut. Tom Wilson, from his friends in The T. Eaton Co. Limited." Tommy's wife, Sheila, is on the cash office staff. His brother, Ted, is with the garage, and Mr. Wilson Sr. was formerly an Eaton driver.

Lots of fun at that stag party in Frank Page's (draperies) suite! Len Reader was celebrating his thirtieth anniversary with the Company. Jimmy Clark and Joe Dixon were celebrating the fact that they were back "in the groove" after being overseas on active service.

* * *

SEVENTH FLOOR



Bonner Buckborough (radios, warehouse division) was feted recently at a surprise party given by twenty-seven members of the staff. The occasion was Mr. Buckborough's departure for other fields, after twenty-three

years of unbroken service with the Company. As a memento, Mr. A. Wallis, supervisor, presented him with a pen and pencil set from the staff. Good luck, Bonner!

A flashing diamond has been observed on the third finger, left hand, of Isobel Grey (radios, Mr. L. Salton's office). The lucky man is Allan Churcher of the Canadian army.

* * *

Andy Savage Joins Benedicts

Congratulations to Andy Savage, 154A department, who up and joined the benedicts on August 18th, when he was married to Ruth Ann Quin. The ceremony was solemnized at the manse by Rev. R. E. Meinzer. Associates presented the happy couple with a gift of bedding. So now Andy has a helper in developing those prize snapshots. Best of luck!

Twenty-Six



Mr. and Mrs. Harrington Edy

The music of wedding bells rang out on Saturday, September 1st, when Betty Harvey (music and radios) became the bride of Harrington Edy at All Saints' Church. Betty is the musical "miss"—or "Mrs." we should say now—who tickles the ivories in such lilting style in the seventh floor sheet music section. Miss C. Carruthers (staff and welfare office) was the bridesmaid. Betty was often the accompanist for aspiring young performers on the Good Deed radio programme.

* * *

EIGHTH FLOOR

Congratulations to the proud parents of John David Ainge, born September 8th. Mummy was Grace Smith of the jewellery, and daddy is Dave Ainge of the display department.



Jean Gibb of the city advertising staff was united in marriage to A/B Francis S. Lumsden, R.C.N.V.R., on Saturday, September 8th. Following a wedding trip to the west coast, they will reside in Winnipeg. Jean's many friends in the department and throughout the store wish them both much happiness in the future.

* * *

Kolokowski-Yablon

The marriage of Miss J. Yablon to Mr. W. Kolokowski was solemnized at St. John's Cantius Church on Saturday, September 8th. Mrs. Kolokowski, who was formerly on the elevators staff, received a lovely table lamp from her fellow operators on leaving the department. Miss H. Rosser did the honours.

DRUG ORDER BOARD FETES MISS DOROTHY BALDWIN



In honour of Miss Dorothy Baldwin (fourth from left, front row), of the telephone drug order board, who was married to Leonard Henry Hooper on September 15th, thirty members from the department entertained her at dinner in the St. Regis Hotel. Including those present were the mother, grandmother and sister of the bride-to-be. A presentation of blankets and bed linen was made by Mr. W. Boorman on behalf of the staff. Everyone present had a pleasant time.

* * *

SEEING DOUBLE!



Twin devils at Devil's Gap

Mr. R. N. Gregg (assistant, stationery) finally made it! After years of trying, he finally snapped a picture of the much-photographed rock at Devil's Gap, Kenora. As a reward it turned out to be a double exposure, two for the price of one! By the way, the camera belongs to Mr. Gregg's sister-in-law, Kay Cole, basement store.

* * *

Jean Krosby, of the mail order stenographers (department 117), was married at St. John's Cantius Church on Saturday, September 8th, to Frank Klaponski. Following the ceremony the couple boarded a plane for the west coast to spend their honeymoon there. The department presented Miss Krosby with a lovely rose wool bedthrow and plastic picture frame. She was also the recipient of numerous other beautiful gifts from friends.

We noticed in the press recently where Miss Elsie Peterson, formerly of drapery workroom staff, now with the Wrens, is slated to join the "Meet the Navy" show now on tour in Europe, after which a motion picture will be made of same. Congratulations, Elsie!

* * *

Congratulations to Mr. J. Ross, 122 department, who celebrated thirty years' service with the Company.



SELKIRK FAIR

What was probably the last local fair of this year, as far as Eaton horses are concerned, was held at Selkirk on Thursday, September 13th. During wartime Selkirk abandoned its annual fair, and it was with considerable doubt as to the outcome that it was decided this year to perform a "comeback." The T. Eaton Company's entries, by invitation, were outstanding features and received a most enthusiastic and warm welcome. The president of the fair, Mr. Gordon Muirhead, of the Searle Farms, expressed his thanks and appreciation, and the deputy minister of agriculture, Mr. James Evans, asked Mr. Tucker over the public address system to kindly convey to the executive and the management of the Company the hearty thanks of the community for its very fine contribution.

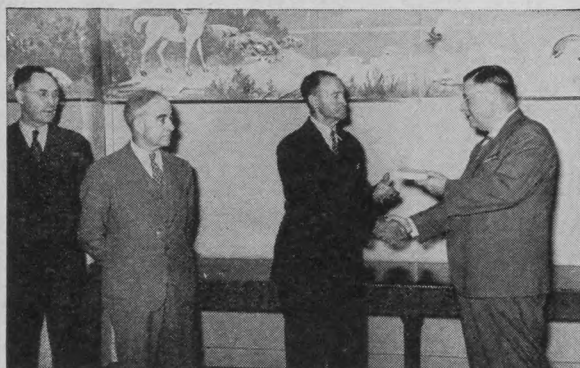
After days of rain and rather cold weather, Thursday was an ideal Fair Day—warm and bright, but with the soil and harvest generally too damp for agricultural operations. The farmers for miles around just packed the families into the cars and decided to make a day of it. Over 4,000 people paid admission into the grounds, which no doubt had much to do with the smiling countenances of the various officials.

The Eaton horses in the delivery section were Cordite, King and Brigadier, and were placed in that position by Judges Jim Bell and John Connor, Cordite thus retaining the premier position which he has occupied all through the western fairs attended.

In the driving class the placings were Soong Chiang, Mayling Chiang and Stewardess. The same judges officiated as in the former class, and in this instance they also had the assistance of Deputy Minister J. Evans.

The drivers were Jack Blake (stable foreman), Bob Houston, George Young and Al Inglis, with George Hartley as harness and equipment attendant. Mr. Tucker gave a running story of the horses as they appeared. He pointed out that the horses were not in competition but were sent by the Company for exhibition purposes only, and on behalf of the Company he congratulated the president and management on the general excellence of the fair.

For the first time this year the horses had a truck ride, being conveyed to and from the fair, direct to their stables, by a road transport. They were all safely back home, contentedly munching their suppers, at 8 p.m., after a fairly long day starting soon after 5 a.m. for them.



Held Over!

This splendid presentation picture was too late for September "Contacts," so thought we'd show it here. It's Mr. John K. Jamieson (general stockroom) receiving a gift presented by Mr. B. C. Scrivener from the department. Interested onlookers are, left to right, Mr. D. Galbraith, assistant, and Mr. C. R. Tribble, head of department.

Drapery Workroom Gets Gold Ring

A gold ring lost since 1922 turned up recently in the drapery workroom, of all places!

During the renovation of a chesterfield this ring was discovered in the "seams," so to speak, and Mrs. Winters, the owner of the chesterfield, was notified. It seems that the ring

was presented to Mr. Winters by the ladies of Carberry during World War I and was lost in 1922. They hunted high and low for it, finally gave up. Twenty-three years later it comes to life once again. Mr. H. Thompson, drapery workroom, was the finder.

Hail the Bride!



1. Miss Dorothy Ross (173 department), who became the September bride of Mr. Robert McGrath, C.N.R., Melville, Sask.
2. Miss Evelyn Jones (sales office), who was married in Hamilton, Ont., to Mr. Leonard Hyde on September 8th.
3. Mr. and Mrs. Martial Durand caught by the cameraman on the big day. Mrs. Durand was Miss Jean Duncan (300 department).
4. Miss Doris Smith (formerly basement store), whose marriage to Mr. D. Scott Marshall (first assistant, fancy goods) was an event of September 8th.
5. Miss Jean Gibb (city ads—"Jeanie with the dark brown hair") receives the congratulations of Mr. John Ellis. Jean was united in marriage to A/B Francis Lumsden, R.C.N. V.R., on September 8th.
6. Miss Jean Krosby (117 department), who became Mrs. Frank Klaponski on September 8th.

Miss Flora McLellan, a member of the drapery workroom staff, has received the distinct honour of having one of her poems printed in the Canadian Poetry Magazine. Although we are unable at this time to print the poem, here is an excellent example of Miss McLellan's talent:

October. The Choosing of the Opal

When to each changing month was given in fee
A lovely jewel its loveliness to share,
Thinking, in quaint conceit, each one should wear

The other's grace in artful symmetry,
Like so to like should in their state agree,
That seeing one the other matching fair
Would in all beauties and in worth compare:
Twinning their virtues in sweet harmony.

So to October was the Opal lent,
Which in its heart has locked a trembling fire,
Like to October's rich emblazonment
Of crimson and scarlet flame; the radiant pyre
Which is the Summer's last bright tenement,
Whereto in phoenix-wise she does retire.

Flora McLellan.

BALL ONE!

**Imps Win Softball Crown—Benstead and Graham Star For Imps,
Prefontaine and Riddell For Aces**



The Imps—Store Champions, 1945

Back row, left to right—Norman Locke, manager; Gladys Hewett, Audrey Benstead, Hazel Wilson, Margaret Campbell, Rose Cartie, Pat Nutter, Ken Nicol.
Centre row, left to right—Janet Reid, Anna Van Ryssel, Mildred Ritchie, Gwen Graham, Elsie Rutland, Betty Moline. Centre front—Margaret Black.

One of our best seasons has come to an end so far as playing is concerned, with the Imps finishing off the season in most outstanding fashion!

After defeating the Elites two straight in the semi-final, the hard-hitting Imps went on to beat the Aces (last year's champs) in three straight games to annex the cup for 1945.

Aces were worthy opponents, and for a time in each game were well up in the scoring, but the pace was too hot for them and so they bowed out after three tries, satisfied the better team had won the championship.

For Imps, Benstead at short stop played in her best form throughout the series and many balls fielded by her which should have been hits just went for outs. Graham, while doing most of the Imps pitching was also their heavy hitter, and while she was hitting and pitching her heart out, the balance of the Imps gave her great support afield and at bat, which brought in the victory and the smiling faces in photo.

As for the Aces, they had their stars, too. Outstanding were Prefontaine and Riddell, who played first and second bases in first-class style. It was tough on the batter who hit in their territory; they also proved to be their team's heavy hitters. Simpson pitched nice ball, good enough to win a lot of games, but her support was wobbly at times. Cresswell did a good job of catching.

Thirty

And now when you read this we shall have enjoyed our banquet and dance, which was held at Picardy Hall on September 26th. Keep an eye on the next issue for photos and story of this big night with the soft-ballers.

Sliding Into Second

I am indebted to Frank Heath, of the Pats, for most of this material, as yours truly was away east for two months enjoying life. Thanks, Frank!

Imps must have taken a leaf from Aces' 1944 form as they won five straight this year to cop the championship.

A bit rough on Pats after winning 16 of 18 games! And then they had a girl like Mabel Riddell of Aces smack a homerun in the ninth innings with two out to force Pats out for this year.

The executive wishes to thank all our friends who assisted us in any way to run the league, and hope they will be on hand to help us next year.

Speaking of next year, we hear that boys' and men's leagues may operate again—so think that over during the winter.

Cheerio for now. See you at the banquet!

—Wm. N. Clay.

Dorothy Bloomer Weds Kenneth Chalmers

Broadway-First Baptist Church, September 6th, at 6.30 p.m., was the setting for the marriage of Dorothy Susan, youngest daughter of Mr. and Mrs. J. Bloomer, to Kenneth McLaggen Chalmers, youngest son of Mrs. Chalmers and the late William Chalmers. The Rev. Arnold Westcott officiated.

The bride was gowned in white crepe. The long bodice had a shirred net yoke with a high V-neckline. The lily-point sleeves were edged with matching net. The bouffant skirt swept into a slight train. A calot trimmed at the front with ostrich plumes held her veil. She carried a shower bouquet of red Briarcliffe roses and white sweet peas.

A reception was held at Moore's. The young couple left for Minaki. The bride changed to a cocoa brown suit with lime green and tan hat. Her corsage was of Joanna Hill roses and sweet peas.

Thus was climaxed the romance of these widely popular young Eatonians, a romance that doubtless was born, like many another, in the department where they worked together. They were the recipients of many lovely gifts, including a beautiful coffee table, from associates in the hardware department.



FAREWELL TO BACHELORDOM!

Joint Stag Party for Ken Chalmers and Scott Marshall

When those two merry musketeers, Ken Chalmers (first assistant, hardware) and Scott Marshall (first assistant, fancy goods), let it be known that they were soon to become bachelors, it was decided to give them a send-off befitting their popularity in departmental, curling and other circles of Eatondom.

And so a joint stag party was held at the Civic-Caledonian rink, hospitable home of Eaton curlers, on the night of September 4th.

A crowd of 120 men friends of our heroes attended. These included a goodly number of henpecked husbands who declared it was one of the best he-man evenings they had ever sneaked out for.

Mr. Stan Williams did a grand job as chairman, while Lieut. Tommy "Ramsbottom" Hill (late of the notions) was master of ceremonies extraordinary. Guests of honour at the gaily decked head table (apart from our two "victims") were Messrs. Jack Dunlop and Doug MacNamara, representing the brides-to-be; Tommy Thompson, Eaton curlers president; Dale Stewart, Les Croft, Harry Craik, Casey Gray and Tom McBryde—the latter's fine bass-baritone leading the songfest.

"The Voice of Experience"

Speeches were brief and liberally spiked with friendly counsel, which, of course, the initiates didn't accept (preferring to learn the hard way). Mr. Jack Dunlop as "the voice of experience" was especially eloquent. Tommy Thompson, that wee lovable Scot, gave the lads his blessing on behalf of the Eaton curlers.

The presentations were ably manipulated by Chairman Sam Williams—to Ken Chalmers a stately victorian chair, and to Scott Marshall a lovely bookcase. Doug MacNamara then added his own good wishes and read a con-

gratulatory telegram from Mr. W. Cable, Ken's supervisor.

Jokes, stories and friendly ribbing by Wilf Penston and Tommy Hill, together with a lusty sing-song with Charlie Denyer at the piano, wound up a memorable evening.

And now, ere this, Ken and Scott are "old married men," shaking down the furnace in the chilly dawn. Good luck to two good scouts!

A bow to George Bewick and "Tim" Odell is in order for the successful organization of the affair!

The Other Half of the Foursome

Once Dorothy Bloomer and Ken Chalmers were married, Doris Smith (basement store) and Scott Marshall (assistant in the fancy goods), their side-kicks, made it a foursome on September 8th. Ken officiated as best man and Leslie Croft (merchandise office) was an usher. They all honeymooned at Minaki (not Les, of course!).

By the way, Doris and Scott, could we interest you in a set of cow bells for the mantel?

"Detained" By Japanese

Sometime in 1941 Roy Robinson mailed a Christmas card from Hong Kong to his fellow Eatonians at Winnipeg. Nearly four years later the card arrived—or on September 26th, 1945. Across the envelope was stamped "Detained in Hong Kong by Japanese."

Happily, Roy is now on his way home, and what a glorious Christmas this will be for him!



CONTACTS

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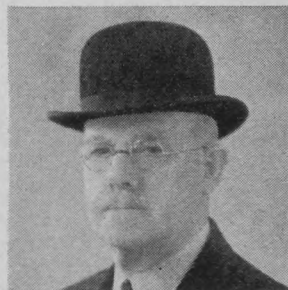
Editor: **W. E. C. HURLBURT** Associate Editor: **MARGUERITE MERRITT**
 City Advertising City Advertising



A Friend Has Passed

Albert Fordyce Laid to Rest

The passing of Mr. Albert Fordyce on Sunday, September 23rd, after a brief illness, is mourned by all who knew him. Mr. Fordyce, who was 74 years of age, retired a year ago after thirty-five years with the Company. A familiar figure in his black bowler hat, he was well loved by all for his ever-present courtesy, his never-failing friendliness—a kindly, Christian gentleman.



In his duties he was meticulous and dependable as a rock. Yet always patient and considerate, as hundreds whom he trained in the location and use of fire protection equipment well know. Mr. Fordyce was a veteran of the South African campaign; it was with great pride that he saw four fine sons enlist for active service in the war just ended.

To Mrs. Fordyce and her sons—Gordon, Clarence, Trevalyn, Walter and Albert—and her daughter, Mary, is extended our heartfelt sympathy.

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The Front Photographic Cover was taken by our own David Shores

In Memoriam

BERTRAM GOODING

Died Tuesday, September 11th, 1945

Born in Kent, England, Mr. Gooding came to Eaton's on the night caretaking staff, May 31st, 1919. Following his retirement, until illness prevented him, Mr. Gooding had been a frequent visitor to his many friends in the store and he will be greatly missed. He is survived by one son, Russell, of Saskatoon, and a daughter, Mrs. R. Geddes, of Winnipeg.



Bertram Gooding

EARL BOLINGBROKE

Died Monday, September 3rd, 1945

Earl Bolingbroke, much-loved member of the radio and music department, passed away suddenly on September 3rd. He had been with the department for

six years and during that time had endeared himself to all his associates. During the war, Mr. Bolingbroke had served as a sergeant in the reserve army. He was also an active member of the Eaton Men's Camera Club. He is survived by his wife, formerly Anne Davidson of the notions; their infant daughter, Judy, and his parents.



William Munro

WILLIAM MUNRO

Died Tuesday, September 4th, 1945

Active in sport circles, Mr. Munro, of the basement store men's clothing, passed away suddenly on September 4th. A member of many winning teams, he was particularly interested in Eaton's bowling and curling activities.

Presumed Dead on Active Service: R. G. E. SILVER, packing.

We extend deepest sympathy to the following Eatonians who have recently lost someone dear to them:

Mother

MR. G. CHAMBERS, mail order jewelry.
MISS D. MARSHALL, mail order copying.
MR. S. SPEER, printing plant.
MISS P. TYMAC, mail order correspondence.
MISS V. McCORKELL, on active service.
MISS N. MANDZUK, mail order wash goods.
MR. L. GURNEY, customers' decorating.

Brother

MR. H. McALLISTER, stationery.
MR. H. ISFELD, packing.

Father

MR. F. ARTISS, men's shoes.
MISS Y. CRADDOCK, cash office.
MR. A. COOPER, engineers.
MR. T. GILLESPIE, on active service.
MR. J. BRIGG, caretaking.
MISS M. REVIE, fashion salon.
MR. N. HOLMES, on active service.
MISS B. INMAN, jewellery.

Sister

MR. C. SIMPSON, paints and wall-papers.
MISS M. McDONALD, wages office.
MR. M. VEMIERE, caretaking.



PORTRAIT OF A MAN CASHING IN HIS VICTORY BONDS

Before you decide to cash that Victory Bond—wait a minute. For the last five years you've been buying Victory Bonds steadily—saving part of every dollar you earned.

You've formed the habit of saving.

You've been working to build up a nest egg—and you've got Canada helping you do it!

You've been laying aside money for the future and to help guarantee a healthy, prosperous country for us all.

You've been helping to fight inflation and to keep prices down.

Most important of all, you've been sending your dollars into the fight—backing up your fighting sons, brothers and husbands.

You don't want to undo all you've done. It just isn't smart. To say that it's cutting off your nose is to put it very, very mildly.

DON'T cut off your own nose. Hang on to your Victory Bonds. Hang on to them with all your might—and meantime get ready to buy some more!

THE **T. EATON CO.** LIMITED
WINNIPEG CANADA